

Chapter II

Quality Services at California Hotel's Front Office Department in Bandung

1.1. Definition of Hotel

When the people do a long journey they need a place or accommodation to rest for a while to get back their energy. Hotel is one of kinds of accommodation that not only provides room service but also other services for the public, such as restaurant, spa and another service. Hotel also is kinds of accommodation that is familiar in public. Hotel is easy to be found in every city moreover in the big city such as Bandung.

According to the Director of tourism number 14 1988 in Alma (2014:289)

“Hotel ialah satu jenis akomodasi yang mempergunakan sebagian atau seluruh bangunan untuk menyediakan jasa pelayanan penginapan, makan, minum serta jasa lain bagi umum yang dikelola secara komersial, serta memenuhi persyaratan tertentu (=hotel is kinds of accommodation that use a part or a whole of building to supply inn service, food, beverage and another service for the public which managed in commercial, and fulfill the certain rules).”

Hotel business is business about two kinds of product, those are tangible product and intangible product.

According to Sambodo and Bagyono (2006:2)

“Usaha perhotelan memiliki ciri-ciri khusus, yaitu memadukan usaha menjual produk nyata hotel (tangible product), seperti kamar, makanan, dan minuman, dengan usaha menjual jasa pelayanan (intangible product) seperti

keramahan, sopan santun, kecekatan kecepatan, kemudahan, dan lain-lain (=the hospitality business has special characteristic, integrate business tangible product such as room, food, and beverage and business of intangible product such as amiability, manners, brevity, velocity, ease etc).”

1.2. Classification of Star of Hotel

Need of every people is different, it depends on their Job, their financial, their habit, etc. And the need of Hotel also is different. Hence hotel is built in many kinds which have different in facilities, price, and quality. There are many classification of Hotel that measured by certain rating. Hotel is classified into some types, it is measured depend on the class, size, location, area, the reason of visiting, and plan.

We can see on the table 2.1 and 2.2 for the diversification of Hotel (Suwathi 2010:6)

Table 2.1

Types of Hotel depend on the class, Plan, Size, Location, Area, and the reason of visiting

Number	Basic of Classification	Describing
1	Based on the class	Melati Hotel One star Hotel Two star Hotel Three star Hotel

		Four star Hotel Five star Hotel
2	Based on the Plan	Full America Plan Modified American Plan Continental Plan European Plan
3	Based on the size	Little hotel Medium hotel Large hotel
4	Based on the location	City Hotel Resort Hotel
5	Based on the area	Downtown Hotel Suburban Hotel Country Hotel Airport hotel Motel Inn
6	Based on the reason of visiting	Business Hotel Tourism Hotel Convention Hotel Casino hotel

Source: Ni Wayan Suwithi (2010:6), "Pengelolaan Hotel Training

Table 2.2

Hotel Classification depend on the class or the star

Star	Rules
One (*) Melati	<ul style="list-style-type: none"> - Minimal the sum of standard rooms is 15 rooms - Bathroom is inside the room - Minimal the wide of room is 20m²
Two (**) Melati	<ul style="list-style-type: none"> - Minimal the sum of standard rooms is 20 rooms - Minimal the suit room is 1 room - Bathroom is inside the room - Minimal the wide of room is 22m² - Minimal the wide of suit room is 44m²
Three (***) Star	<ul style="list-style-type: none"> - Minimal the sum of standard rooms is 30 rooms - Minimal the suit room is 2 rooms - Bathroom is inside the room - Minimal the wide of room is 24m² - Minimal the wide of suit room is 48m²
Four (****) Star	<ul style="list-style-type: none"> - Minimal the sum of standard rooms

	<p>is 50 rooms</p> <ul style="list-style-type: none"> - Minimal the suit room is 3 rooms - Bathroom is inside the room - Minimal the wide of room is 24m² - Minimal the wide of suit room is 48m²
Five (*****) Star	<ul style="list-style-type: none"> - Minimal the sum of standard rooms is 30 rooms - Minimal the suit room is 4 rooms - Bathroom is inside the room - Minimal the wide of room is 26m² - Minimal the wide of suit room is 52m²

Source: Suwithi (2010:7), "Pengelolaan Hotel Training"

1.3. Front Office Department

Front Office Department is one of the Departments in Hotel that directly meet and give the service to the guests at first time. The guests will see and then evaluate the service of this Department and then they will determine whether the guest will use that service or may be canceled. So Front Office Department should be respectful and friendly.

According to Soenarno (2006:86) the duties of Front Office Department are:

1. Reservation

In this division has two or nine people, it depends on the hotel. The duties of reservation are writing and giving confirmation about all of ordering room.

2. Receptionist

Receptionist will receive the guests who want to check-in, registration, and taking the key of room.

3. Guest Relation Officer (GRO)

The duty of GRO is as the Customer Service Agent during the guests live in the hotel.

4. Concierge

Concierge is in information official, handling of the goods, welcome at the gate of the hotel,

5. Bell man

The duties of bell man are arrange the guests' goods

6. Door man

The duty of door man is stand by in lobby and open the car's door of the guest. The door man should always give smile friendly and give the greeting.

7. Page girl

The duty is helping guest to find other guests when they make an appointment but they still know each other.

8. Valet Parker

The duty of Valet Parker is standby in the lobby and giving service of parking the car.

9. Telephone Operator

The duties are held up the phone and connecting to every department and manager in the hotel, and connecting to other phone as the guest request.

10. Duty Manager

The duties are control Front Desk Supervisor and Receptionist, Concierge and GRO, Business Center and telephone operator, s the vice of Front Office Manager.

11. Night Manager

Night manager is same with Duty Manager, but the Night Manager is in the night till morning.

12. Night auditor

Night auditor is cashier and the writer all of hotel's income from all of department and outlet in one day, the duty of Night auditor is in the night.

Hotel business is business that related to services. This business involves some people that have good coalification that appropriate.

According to Marpaung (2002:173) Hotel Business is Service Business that always done by the People, so there are rules for the employee in Hotel, those are:

- a. *Mampu melayani tamu dengan perasaan yang tulus* (=able to serve the guest by the sincerely feeling)
- b. *Mempunyai pengetahuan, keterampilan dan perilaku sesuai dengan jabatan pekerjaannya* (=have knowledge, skill and the behavior that appropriate with the position of their work)
- c. *Mempunyai rasa ikut memiliki dan rasa tanggung jawab terhadap pekerjaannya* (=have a sense of co-owns and the sense of responsibility toward their work)
- d. *Harus menyadari bahwa pengembangan karir kerja di hotel sangat tergantung dari banyak sedikitnya tamu yang menggunakan jasa pelayanan hotel tersebut* (=should realize that the development of work career in hotel depends on the sum of the guest that use service in the hotel)

1.4. Definition of Quality

Quality of product or service is the important thing that must be fulfill and enhanced by a company, because customer will choose the better product or service.

According to Yoeti (1979:97)

“Kualitas suatu barang atau jasa sangat mempengaruhi apakah barang atau jasa tersebut akan dibeli orang (=quality of product or service are really influence whether the product or service will be bought).”

1.5. Quality management

Management of quality is the important thing for the business.

According to Pitana and Diarta (2009:159) there are four reasons that Quality management should get more respect.

1. *Organisasi perlu menemukan cara dan strategi untuk menciptakan keunggulan yang berbeda dengan memberikan tingkat pelayanan yang berbeda dari pesaing* (=Organization should find strategy to create quality, such as giving more services that different from competitor).
2. *Peningkatan kadar konsumerisme dan liputan media akan kualitas produk yang dipasarkan dan juga berarti bahwa penyedia produk harus lebih renponsif akan isu kualiatas produk. Konsumen semakin peduli akan hak hak dan berusaha agar tidak mengalami kerugian akibat kualitas produk yang didapat tidak sesuai dengan harganya* (=Standard consumerism and media coverage about quality product that promoted should be increased. The customers try to get their right of quality product that related to their expectation and the price).
3. *Ada kecenderungan dari konsumen untuk mencari kepuasan dari produk yang tidak saja ditentukan oleh harga yang ditawarkan, tetapi juga mengacu pada image atas produk. Oleh karenanya positioning produk dan pelayanan yang diberikan menjadi sangat penting dan menentukan* (=The inclination of customers to find satisfaction from the product that is not only from the price but also from the image of product. Hence, the service that provide becomes the important thing).
4. *Teknologi menjadi salah satu lata untuk meningkatkan kualitas produk and quality service* (=Technology is a one of tool to increase quality product, quality service).

1.6. Definition of Service

Service is a manner or act of company that is given to the customer. Every company should always try to give the best service for the customers.

According to Kotler, Ang, Leong, and Tan (2002:260)

“Jasa adalah setiap tindakan atau perbuatan yang dapat ditawarkan oleh suatu pihak kepada pihak lain yang pada dasarnya tidak berwujud fisik (intangible) dan tidak menghasilkan kepemilikan atas sesuatu apapun. Pemberian jasa bisa dengan produk berwujud, bisa pula tidak (=service is every action or deed that can offered by a side to another side that basically intangible and it is not giving ownership of anything. Giving service can be with tangible product and intangible product).”

1.6.1. Characteristics of Service

There are many characteristics of service that should be known by the employees in service business.

According to Kotler and Armstrong (2008:292), there are four main characteristics of service, those are:

a. *Jasa tak berwujud* (=Service is Intangibility)

Service cannot be seen, felt, touched, heard or smelled before that service is bought. The customers draw the conclusion about quality service is from place, people, price, equipment and the communication that they see. So, the duty of service provider is making service becomes tangible and sending the signal of good quality service.

b. *Jasa tak terpisahkan* (=Service is Inseparability)

Service cannot be separated from the provider (people or machine). If the employee gives service, then that employee is a part of service. Customers are present when the service is

produced, the interaction between the provider service and the customers become special feature in marketing service. So service provider and the customers influence the result of service.

c. *Variabilitas jasa* (=Service Variability)

Quality service depends on who provide that service and when, where and how that service is provided.

d. *Jasa dapat musna* (=Service can be Perishability)

Service cannot be stored to be sold or to be used in a moment later.

1.6.2. Definition of Quality Service

The best Quality service must be provided by the business of service. Quality Service which is good can make the company get a good value from the customers. Customers will feel satisfy with the best quality service, and customer loyalty will be gotten easily. And it can give many benefits for the company.

According to Sviokla in Lupiyoadi (2013)

“Kualitas produk (jasa) yang diberikan oleh perusahaan dapat menciptakan suatu persepsi positif terhadap perusahaan serta menghasilkan suatu kepuasan dan loyalitas pelanggan (=quality of product or service that given by company can make a positive perception toward company and produce satisfaction and customer loyalty).”

The determinant of quality service is not from hotel's opinion but the guests' opinion. The guest will compare and evaluate the services that they received with the services that they expected. From the guest assessment can be determined whether those services are good or not. Hence, the service provider should understand what the guests expected.

According to Tjiptono and Chandra (2007:121)

“Sebagai pihak yang membeli dan mengkonsumsi jasa, pelanggan (dan bukan penyedia jasa) yang menilai tingkat kualitas jasa sebuah perusahaan (=as the buyer and consume service, customer (he is not service provider) that evaluate the level of quality service at the company).”

Service provider should pay attention to the services that provide.

According to Suwendra (2014:39) there are some attributes that should be considered in Quality Service, those are:

1. *Ketepatan waktu pelayanan* (=the precision of service)
It is about the time, the time for waiting the process.
2. *Akurasi pelayanan* (=an accuracy of service)
It is about reliability service and free of mistakes.
3. *Kesopanan dan keramahan dalam memberikan pelayanan* (=polite behavior and amiability in giving service)
Image of service in service industry is determined from the employees that are in the front office that give service directly to the guests. It is such as telephone operator, staff of administration, cashier,
4. *Tanggungjawab* (=responsibility)
It is about receiving order and handling of the gripe from the guests.
5. *Kelengkapan* (=completeness)
It is about scope of service and proponent facilities that availability and another complementary service.

6. *Kemudahan mendapatkan pelayanan* (=easy in receiving service)
It is about the sum of staff and the sum of tool, hence the process of data is easy.
7. *Variasi model pelayanan* (=variety model of service)
It is about innovation of service, features of service, etc.
8. *Pelayanan pribadi* (=individual service)
It is about handling of special order.
9. *Kenyamanan dalam memperoleh pelayanan* (=pleasure In receiving service)
It is such as service room, information's availability,
10. *Atribut pendukung pelayanan lainnya* (=another supporter attribute)
It is such as the cleanness, an area, and other facilities.

1.6.3. Factors of Bad Quality Service

Quality service that the business service provide can be bad because of some factors.

According to Tjiptono (1996:85)

There are many factors that can make the Quality Service is bad

1. *Produksi dan konsumsi yang terjadi secara simultan*
(=production and consumption occur simultaneously)
2. *Intensitas tenaga kerja yang tinggi* (=high labor intensity)
3. *Dukungan terhadap pelanggan internal (pelanggan perantara) kurang memadai* (=support to the customers (customers intermediaries) inadequate)

The employees of Front Liner are the important staff in giving service. Hence, they should get support from management.

4. *Kesenjangan-kesenjangan komunikasi* (=Gaps of communication)

Communication is the essential factor. If the communication between the service provider and the guests happened the gap, so the guests will evaluate negatively about quality service.

5. *Memperlakukan semua pelanggan dengan cara yang sama* (=treat all customers in the same way)

Every customer is different, so the company should understand about customers' need because the need of them is different also.

6. *Perluasan atau pengembangan jasa secara berlebihan* (=expansion or excessive development services)

If the company offers the new service too much, the result is not always optimal or may rise the problems of standard of quality service. Hence do not offer many new or add many services.

7. *Visi bisnis jangka pendek* (=long-term vision of business)

Long-term vision of business can destroy quality service that forms for the long-term.

1.6.4. Dimension Principles of Quality Service

The success in the business is the customers that satisfy and loyal. The customer's satisfy is not only determined by the facilities, prices, and the building but also it is determined by Quality Service that provided by the company. The determiner of Quality Service is from the customers. So, every company should try to give quality service that appropriate with the customer expected. The customers will evaluate whether the Quality Service is good or not.

According to the researcher from Texas University A & M in Griffin (2005:111) there are five dimensions of service that more important for the guest, those are:

1. *Keandalan/Reliabilitas* (=Reliability)

Reliability is the capability in giving service accurately and appropriate with something that had been promised.

2. *Jaminan* (=assurance)

It means that knowledge and manners of the employee and their ability to impress the trust and conviction.

3. *Keberwujudan* (=tangible)

Physic facilities and the equipment and the style of staff

4. *Empati* (=Empathy)

Empathy is the level of concern and attention from individual that is given to the customers.

5. *Daya Tanggap* (=response)

It means that the employee has pretention to help the customers and give the quick service.

1.6.5. Model of Service Quality Gaps

Service business should really understand the customers or the guests. The survival of that business depends on the guests. There are many models to identify quality service. The models are used whether the quality service that provided is expected or not.

According to Sulastiyono (2011: 37), there are five Gaps of Service Quality. Because measuring Gaps of Quality Service that happen between service that expected and service that received, is a process of feedback from the guests routinely. The five Gaps are:

1. *Gap#1*

It means that the expectation between the customers and the management is different. The management has given the better service that is not appropriate with the customers want and need. So, in this case the management is still not able in understanding the customer's expectation. The strategies for anticipate this gap are increasing research market, develop better communication between management and the employees that give service directly to the guests and reduce the distance between level management and the guests.

2. *Gap#2*

It means that management still not has standard for the specification of Quality Services that given.

3. *Gap#3*

This Gap means that service that given to the guest is not appropriate with the service that is determined by management. This gap is caused by the lack of teamwork, the lack of training employees, selection system of employee that is not used with the good principle of selection, and design of work that is not appropriate.

4. *Gap#4*

In this Gap there is contradiction between the promotion that offered and the service that received. This gap can be caused by internal and external information.

5. *Gap#5*

Service that is given is not appropriate with the service that the customer expected. If the quality service is not in standard so the guests will not feel happy.

1.7. The Facilities of Hotel

California Hotel is located in wastukencana street Bandung. It only takes 10 minutes driving from Bandung Station and from Riau Street that full of factory outlet. We just need 10 minutes stroll to Bandung Indah Plaza. And also we need 15 minutes driving from Husein Sastranegara International Airport. Because the strategically located so this hotel is the perfect choice for business and leisure.

California Hotel Bandung was built on 29 of august 2013. This hotel is three star of hotel and also this hotel is the individual hotel that does not have a branch in Bandung or another place.

California Hotel Bandung provides every guest with 60 comfort well-appointed and soundproof rooms and suites the different interior. This Hotel provides a breathtaking panorama of Beautiful Bandung landscape. All room are set up with relax and comfort style of bedding and pillows, in through request. All of this hotel's rooms are NO SMOKING because in respecting healthy environment and Soundproof.

The high-speed internet access in every room and Wi-Fi access in the public areas of the hotel allow guests to always stay connected.

Modern comfort awaits guests at Hotel California Bandung, the hotel houses a restaurant, bar and air-conditioned rooms with wooden flooring. Wi-Fi is accessible for free in all areas. Warm earth tones and large windows are found in the minimalist-style rooms and soundproof, which feature a flat-screen satellite TV, electric kettle and a seating area with a sofa. Other in-room amenities include a personal safe and a minibar. Towels and free bath amenities are provided in the en suite bathroom.

The description of facilities of the hotel are:

1. Restaurants

- a. Penny lane is a perfect place to meet friends and informal business meeting, small but chic setting. The lounge provides a selection best coffee, light meal, and juices.

- b. Brown Sugar Cafe serving a delightful combination of snacks and meals, Open from Breakfast to supper. Incorporating western and local flavors, the ala carte menu at this Cafe area a great choice to enjoy meals through all the day. spacious and luxurious health and beauty spa that is the ultimate in personal pampering and relaxation.

2. Rooms

a. Deluxe Room

Deluxe Room has size 26 square meters. It Contains either King or twin-sized bed with soundproof. Each room at Hotel California Bandung includes Complimentary high-speed Wi-Fi internet access, Floor to ceiling windows offering stunning city views and natural light,32\" LCD TV with cable channels, Individual air-conditioner for personal climate control, Bathroom amenities and hairdryer, Mini-refrigerator with complimentary coffee, tea and water, Iron and ironing board upon request, Personal safety deposit box.

b. Executive Room

Executive Room has size 26 square meters. It Contains either King or twin-sized bed with soundproof. Each room at Hotel California Bandung includes: Complimentary high-speed Wi-Fi internet access, Floor to ceiling windows offering stunning city views and natural light,32\" LCD TV with cable channels, Individual air-conditioner for personal climate control, Bathroom amenities and hairdryer, Dining

Table, Mini-refrigerator with complimentary coffee, tea and water, Iron and ironing board upon request, Personal safety deposit box.

c. Suite Room

Suite Room has size 37 square meters. It Contains either King or twin-sized bed with soundproof. Each room at Hotel California Bandung includes: Complimentary high-speed Wi-Fi internet access, comfortable sofa, working table, Floor to ceiling windows offering stunning city views and natural light, 32" LCD TV with cable channels, Individual air-conditioner for personal climate control, Bathroom amenities and hairdryer, Mini-refrigerator with complimentary coffee, tea and water, Iron and ironing board upon request, Personal safety deposit box.

3. Meeting Rooms

a. Pink Floyd

Dimension	: 8 m x 6 m x 3 m
Theater	: 60 persons
Class Room	: 25 persons
U-Shape	: 20 persons
Double U-Shape	: -
Round Table	: 20 persons

b. Beethoven

Dimension : **15 m x 5 m x 3 m**

Theater : **120** persons

Class Room : **50** persons

U-Shape : **50** persons

Double U-Shape : -

Round Table : **40** persons

c. The Beatles

Dimension : **16 m x 8 m x 3 m**

Theater : **180** persons

Class Room : **90** persons

U-Shape : **55** persons

Double U-Shape : **90** persons

Round Table : **80** persons

4. Wedding Celebration

Every moment of your wedding should be special, and the Hotel California Bandung helps create these moments with the following services for an unforgettable wedding celebration.

Start from IDR. 20.000.000 net

- Bridal room in one Deluxe room (1 Night)
- Free 1 VIP room
- Breakfast 2 persons

- Buffet menu
- Standard decoration
- Standard sound system
- Free electricity
- Free 1 guest book
- Police permit
- 50% discount for 6 car family member
- Free parking for 6 cars family members

5. Brithday party

Birthdays come but once a year, so make this year one to remember. Celebrate the big day in style at Hotel California Bandung.

IDR 110.000 net/pax

- Lunch or dinner buffet
- Birthday cake
- Complementari use offuction room
- Standard sound system
- Reception table with one reception book

6. Arisan

Hotel California Bandung is offering you stylish venue with the best atmosphere for you Ladies who wants to "Arisan" with your friends.

Delivering Professional service with personal touch.

WE ARE READY TO SERVE YOU!

IDR 120.000 net/pax

- Lunch or dinner buffet
- Cooking demo by chef
- 1 photo & frame

7. Permata spa

Javanese Traditional Massage

60 minutes IDR 200.000

90 minutes IDR 250.000

8. Table Manner

Start from Rp. 125.000++

- Complimentary use of function room&facilities
- Set menu luncheon/dinner
- Table manner presentation
- Set Up table simulation
- General Hotel knowledge (Tour the Hotel)
- Cooking class
- Certificate
- Table manner handbook

Front Office California Hotel Bandung also gives services such as:

1. Offering free return airport transfer.
2. Offering free parking
3. Offering free valet.
4. Free luggage up

1.8. Structure Organization of Front Office Department

